



## THE CITY OF SAN DIEGO

### Commission for Arts and Culture

#### Acknowledgment Policy

##### Pilot Program

Effective October, 17, 2008

On October 17, 2008, the City of San Diego Commission for Arts and Culture adopted the attached guidelines regarding acknowledgement of City funding.

In brief, the Commission is requiring all contractors to submit an “acknowledgement plan” by November 15, 2008 that outlines the methods by which each contractor plans to acknowledge City funding. There are no minimum requirements. As part of each contractor’s Final Performance Report, contractors will document the extent to which they met the goals set forth in the plan along with some representative samples.

**This is a pilot project.** The Commission understands that many of you have already published annual brochures and other marketing materials. They may or may not contain acknowledgements. If you have already produced materials that acknowledge the City, please include them in your plan. Otherwise, use your plan to identify what you hope to accomplish in the way of acknowledgements for the rest of the fiscal year.

The Commission also understands that for many of you marketing may not be something that you plan a year out but instead implement as required. The Commission does not want the preparation of the plan to be a burden. If you do not plan your marketing materials a year out, you may use last year as a template.

**We welcome your feedback.** Please let us know how this pilot project works for your organization either as we go along or as part of your Final Performance Report. The Commission will revisit the policy next year.

**Logos** may be found on our website at the following address:

<http://www.sandiego.gov/arts-culture/logos.shtml>

**Thank you,** as always, for your participation and cooperation as we have endeavored to develop a policy that will work for everyone.



# City of San Diego Commission for Arts and Culture

## Acknowledgement Plan

**Name of Organization:** \_\_\_\_\_

### Instructions:

Please use the table below to identify the ways in which your organization plans to acknowledge City funding. The items listed in the following table are offered as suggestions. You are encouraged to select as many ways that are appropriate to the size of your organization. If there are additional ways you have identified that are not included in the table, please feel free to add them. As part of your Final Performance Report, you will be asked to document the extent to which you were able to do what was proposed.

Number of times the item will be done	Item	Number of Copies to be produced
Printed Materials: Acknowledgement (statement and/or Commission logo)		
	Season brochure	
	Programs	
	Post cards	
	Education/outreach materials	
	Other (specify)	
Printed Materials: Feature Articles		
	Newsletters, journals, magazines, etc.	
	Programs	
	Other (specify)	
Electronic Materials		
	E-newsletters	
	Other (specify)	
Advertising		
	Public Service Announcements or other “free” advertising	
	Newspapers	
	Magazines	
	Television	
	Other (specify)	
Website		
	Link to Commission	
	Statement and/or logo	
	Other	
Signs, Banners, and other displays		
	Electronic	
	“Recognition walls”	
	Marquis	
	Lobby/entrance	
	Other (specify)	

# **Acknowledgement Policy and Guidelines**

## **City of San Diego Commission for Arts and Culture**

### **Introduction**

The City of San Diego Commission for Arts and Culture (Commission) vitalizes the community by integrating arts and culture into community life, supporting the region's cultural assets, and showcasing San Diego as an international cultural destination. It is the City's leading funding body for arts and culture, distributing money to more than 100 nonprofit organizations from the City's Transient Occupancy Tax fund.

The Commission is proud of the work its contractors do to advance arts and culture. Furthermore, the Commission believes it is both appropriate and necessary to inform the public that the City understands and values the economic and social benefits that accrue to individuals and communities through their participation, in whatever form, in arts and culture. Because it understands and values these contributions, the City financially supports arts and culture.

It is the policy of the Commission to demonstrate its pride in the work of its contractors and to be transparent and accountable in its actions by requiring its contractors to acknowledge to all their constituents that they receive funding from the City of San Diego.

The following guidelines are provided to help contractors notify all of their constituents that the City of San Diego provides financial support to them because it believes that it is in the public's best interest to do so.

### **General**

All contractors are required to make a good faith effort to reach each and every one of their constituents (for example, audiences, students, parents of students, volunteers, staff, artists, board members, funders, etc.) as often as possible throughout the year.

1. For FY09, contractors must submit an "acknowledgement plan" by November 15, 2008.
2. Contractors will monitor and report the extent to which they complied with their Acknowledgement Plan as part of each year's Final Performance Report.

### **Printed Material**

1. When space permits, the following text should appear in printed materials (in a clearly legible manner no smaller than a size 9 font):
  - a. Organizational Support Program (OSP): "Financial support is provided by the City of San Diego Commission for Arts and Culture."
  - b. Creative Communities San Diego (CCSD): "Financial support for this project [or name of project] is provided in part by the City of San Diego Commission for Arts and Culture."
2. When space does not permit, or when the design does not favor the text, the Commission's logo may be used instead. It is recommended that the logo never be used smaller than  $\frac{3}{4}$  " in height.
  - a. For FY09, please use either the 20<sup>th</sup> anniversary logo or the logo with the tag line, "Vibrant Culture, Vibrant City."
  - b. Please do NOT use the logo with the tag line, "Enriching Our Lives."
  - c. Please do NOT use the City seal.

3. In the event that a publication or other acknowledgement sets forth a list of sponsors, donors, funders, contributors, etc. the following should be observed with regards to the Commission: If the listing is set up in such a way as to group contributors by the amount of their contribution, and the Commission's contribution is more than twice that of the next highest contributor, then a new category should be created to include the Commission and other entities in the same funding category.

**Print Advertisements**

When possible, contractors should acknowledge the Commission in any paid print advertisements. Advertisements are seen by many people who may not attend the advertised events.

**Signage**

When possible, contractors should acknowledge the Commission on any electronic signage, banners, or other signs.

**Electronic Media, including radio, TV, and the internet**

When possible, contractors should acknowledge the Commission as part of any Public Service Announcements, media interviews, purchased media or internet pages and in any electronic marketing, including e-newsletters.

**Websites**

Contractors are required to acknowledge the Commission and include a link to the Commission's website on their website.